



NATURAL HISTORY MUSEUM
OF LOS ANGELES COUNTY

June 24, 2003

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**HEARING ON INCREASING THE REGULAR ADMISSION FEES AT THE
NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY
(SECOND SUPERVISORIAL DISTRICT) (3-VOTES)**

IT IS RECOMMENDED THAT YOUR BOARD AFTER PUBLIC HEARING:

Approve the following regular admission fee schedules and the seasonal Butterfly Pavilion Exhibit admission fee for the Natural History Museum effective July 1, 2003:

<u>Admission Fees</u>	<u>Current Regular</u>	<u>Current Special Exhibition</u>	<u>Proposed</u>
Adults	\$6.00	\$8.00	\$9.00
Senior Citizens/Students	\$3.50	\$5.50	\$6.50
Children	\$2.00	\$2.00	\$2.00
<u>Butterfly Pavilion separate seasonal fee:</u>			
Adults	\$3.00		\$3.00
Senior Citizens/Students	\$2.00		\$2.00
Children	\$1.00		\$1.00

PURPOSE/JUSTIFICATION OF THE RECOMMENDED ACTIONS

The purpose of the recommended action is to allow the Museum to increase admissions fees to help defray increasing costs for enhanced exhibition and education programs. The Museum's special exhibit and regular admissions fees were last increased on March 1, 1994.

For the past five years, the Museum has offered a year-round schedule of special exhibitions at the Exposition Park Natural History Museum, with six weeks average per year when the Museum does not have a special exhibit on display.

The Museum also has significantly increased its programming and staffing for visitors at both the Exposition Park Museum and the Page Museum at the La Brea Tar Pits. These enhancements have increased the attendance at both the Natural History Museum and the Page Museum at the La Brea Tar Pits. In order to maintain the quality and diversity of programs it is necessary to increase the admissions fees. Also, retaining a separate admissions fee for the weeks when no special exhibit is offered has complicated the Museum's marketing and communications programs and undermined the apparent value of its membership program's free admissions benefit. The proposed admissions rates will allow the Museum to continue to offer a full special exhibition schedule and visitor-serving programs and will enhance its ability to sell memberships and other admission-related benefits.

The Museum has conducted a comprehensive survey (Attachment) of other museums in Los Angeles and around the United States and found that the proposed fees are within the range charged by similar institutions. The Museum will continue to provide free admission to the public on the first Tuesday of each month at the Exposition Park Natural History Museum and the Page Museum at the La Brea Tar Pits and free admission to the public at all times at the William S. Hart Museum in Newhall. The Museum also will continue its program of free admission to all student groups with advance reservations from accredited schools, which it initiated in July of 1999.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The recommended action is consistent with the County Strategic Plan Goals of Service Excellence and Fiscal Responsibility as the exhibition will 1) provide the public with affordable access to a quality museum exhibition and 2) further public/private partnerships within Los Angeles County.

FISCAL IMPACT/FINANCING

None. All Admission Fees are transferred to the Museum Foundation to support the operating expenses of the Natural History Museum. This action does not affect net County costs.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

A public hearing is required pursuant to Government Code Section 66018 prior to the approval of new fees.

A Notice of Public Hearing was published by the Executive Office in accordance with Section 6062a, as required by Section 66018 of the Government Code.

The Honorable Board of Supervisors

June 24, 2003

Page 3

IMPACT ON PROGRAMS

These recommendations will permit the Museum to continue to offer a significant schedule of exhibits and programs to a wide audience of visitors at all its facilities.

Respectfully submitted,

Jane G. Pisano
President & Director

LMN:gc

Attachment

c: Executive Officer
Chief Administrative officer
County Counsel
Auditor-Controller
Natural History Museum Foundation

REGULAR ADMISSION FEE SURVEY 2003

MUSEUMS	Adult	Child	Senior	Student
Los Angeles County Museum of Art (LACMA)	\$7.00	\$1.00	\$5.00	\$5.00
The Museum of Contemporary Art (MOCA)	\$8.00	FREE	\$5.00	\$5.00
Field Museum of Natural History (Chicago)	\$10.00	\$5.00	\$7.00	\$7.00
American Museum of Natural History (New York)	\$12.00	\$7.00	\$9.00	\$9.00
Denver Museum of Nature & Science	\$9.00	\$6.00	\$6.00	\$6.00
Huntington Library, Art Collections & Botanical Gardens	\$10.00	\$4.00	\$8.50	\$7.00
Norton Simon Museum (Pasadena)	\$6.00	FREE	\$3.00	FREE
Petersen Automotive Museum	\$10.00	\$3.00	\$5.00	\$5.00
Autry Museum of Western Heritage	\$7.50	\$3.00	\$5.00	\$5.00
Aquarium of the Pacific (Long Beach)	\$18.75	\$9.95	\$14.95	N/A

**SPECIAL ADMISSION FEE SURVEY 2003
(INCLUDES REGULAR ADMISSION FEE)**

MUSEUMS	Adult	Child	Senior	Student
Los Angeles County Museum of Art (LACMA)	\$20.00	\$2.00	\$15.00	\$15.00
The Museum of Contemporary Art (MOCA)	\$25.00	\$8.00	\$22.00	\$22.00
Field Museum of Natural History (Chicago)	\$17.00	\$9.00	\$12.00	\$12.00
American Museum of Natural History (New York)	\$29.00	\$17.00	\$21.50	\$21.50
Aquarium of the Pacific (Tour) (Long Beach)	\$32.95	\$21.95	\$26.95	\$26.95

**NOTICE OF PUBLIC HEARING
PROPOSED FEE SCHEDULE**

Notice is hereby given that a public hearing will be held by the Board of Supervisors regarding proposed admission fees at the Museum of Natural History.

Said hearing will be held on _____, in the Hearing Room of the Board of Supervisors, Room 381B, Kenneth Hahn Hall of Administration, 500 West Temple Street (corner of Temple Street and Grand Avenue), Los Angeles, California 90012.

The Board of Supervisors will consider and may adopt the fee schedule. Further, notice is given that the Board of Supervisors may continue this hearing from time to time.

Written comments may be sent to the Executive Office of the Board of Supervisors at the above address. If you do not understand this notice or need more information, please call (213) 763-3545.

Si necesita mas informacion o tiene preguntas sobre esta noticia, favor de comunicarse al telefono (213) 763-3545.

VIOLET VARONA-LUKENS
EXECUTIVE OFFICER-CLERK OF
THE BOARD OF SUPERVISORS

